

GORDON HOCKEMEYER
325 CAPITOL VIEW
ST. PAUL, MINNESOTA 55113
PHONE (612) 484-4219

Sign up with

THE SHOWCARD MACHINE

produces signs of all kinds



SECOND FLOOR



FESTA ITALIANA

Decorating Accessories

WITH OLD-WORLD CHARM

GIFT SHOP, FIFTH FLOOR
HUTZLER'S-1858-1963

Freshman
ENTERTAINMENT DANCE



GEORGE SHERMAN UNION
Wednesday Sept. 4th

COSSACK CAPS
... from Northking
they're warm
they're wonderful

A KMYT
EDITORIAL

SALE
CRIMSON GLORY
ROSE BUSHES

Monthly Bloomers
2 yr field grown

29¢_{EA}

TIFFANY
Sterling Silver Gifts

Practical gift ideas that he
or she will use every day.

Bakeries
BANANA
LAYER CAKE
OUR OWN FEATURE

79¢

live modern for less
with **GAS...**

MICHIGAN CONSOLIDATED GAS COMPANY

CAUTION
KEEP AWAY
COMPRESSOR
STARTS AUTOMATICALLY

made in Italy ...

Snowfall on Flowers

Our luscious Box Handbag
of rayon cut velvet on rayon
... 22.95

8 PIECE
Traditional
Grouping

includes

ULTRA-COIL FRANKLIN SOFA
2 LOUNGE CHAIRS
3 MERSMAN TABLES
2 TABLE LAMPS

\$790

\$10 W F

COMBINATION
BASEMENT
SASH
33" x 15"

\$249

MOHAWK
Lumber Super Mart

LATEST FASHIONS

Dashing Suburban Jackets

the most important
for Fall wear.

CHILDREN'S
STORY HOUR
Every Saturday
2:00 p.m.
STORY HOUR ROOM

Children of ... 10

DUTCH MILL CANDIES
MOTHER'S DAY
SPECIAL

TWO POUNDS **2.95** REG. PRICE 3.20

GRADED U.S. CHOICE
SPECIAL LAMB SALE

DONALDSON'S PRESENTS
A WAVE OF
FASHIONS FROM

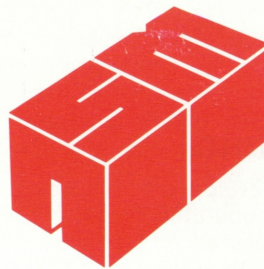
HAPPY **Hawaii**

What's new
IN NECKWEAR FASHION?
Traditional ties in flamboyant Persian Rug
patterns of imported all-wool paisley prints.
by Damon 350
Look To Match 280

A NEW CUSTOMER SERVICE
FROM
RODINS

TABLE OF CONTENTS

Product Features	4
Product Usage	5
Model "7-11"	6
Model "7-11" with Sign Center	6
Model "C" (7" x 22")	6
Model "A" (12" x 15")	7
Model "A-Special" (12" x 15")	7
Model "A" with Sign Center	7
Model "A-Special" with Sign Center	7
Model "B" (15" x 23")	8
Model "B-Special" (15" x 23")	9
Model "B" and "B-Special" with Sign Center	10
Model "B" and "B-Special" with Efficiency Unit	10
Model "FS-78" (22" x 28")	11
Model "FS-78" Deluxe Unit	11
Model "DFS" (30" x 45")	12
"Long-Master" (15" x 45")	13
"Signmaster" (15" x 23")	14
"Signmaster" with Efficiency Unit	15
"Full Sheet Signmaster" (22" x 28")	16
"Full Sheet Signmaster" DeLuxe Unit	17
Supplies and Accessories	18-19
Type Faces and Sizes	20-21
Our Guarantee	22
Price Reference	23



SHOWCARD MACHINE COMPANY

The Showcard Machine Company pioneered in the making of sign printing equipment, and for more than 45 years has set the pace with their design, construction and operation. Today's Showcard Machines offer a combination of speed, simplicity, versatility and economy that has made them first choice of many of the world's leading firms, both in this country and abroad.

Since the operation of Showcard Machines require no special skills or experience, anyone can turn out professional looking signs and showcards. Each machine offers complete freedom of layout, color and type selection. Each machine also prints from zincs as well as type with equal agility on cards, paper, cloth, vinyl, plastic or any similar surface.

SPEED AND ECONOMY

Showcard's unique type-setting procedure cuts set-up time to a minimum, and because of its simplicity, both speeds operation and reduces possibility of error. We dare to claim, flatly, that the Showcard Machine can turn out more jobs per day — and that includes one-of-a-kind orders — than any equipment of its kind on the market.

Certainly in terms of economy the Showcard Machine surpasses all others. It bears only a moderate price tag, costs only pennies for each signing requirement and with its simple rugged construction, assures a long lifetime of maintenance-free service.

5-YEAR GUARANTEE

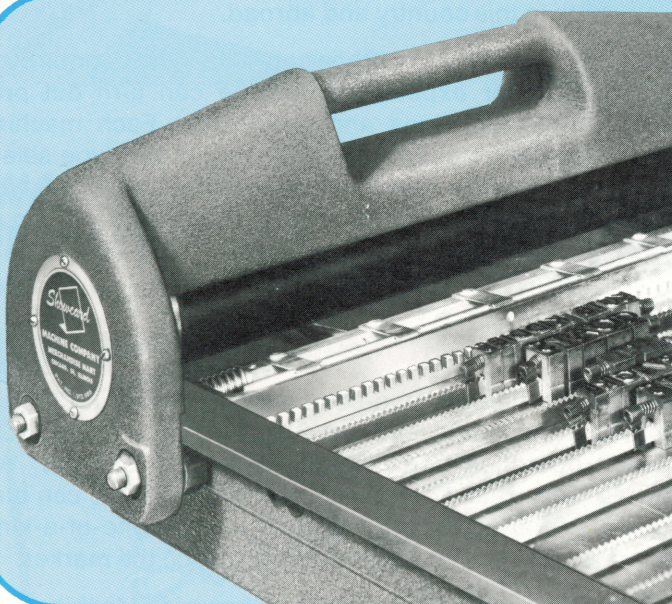
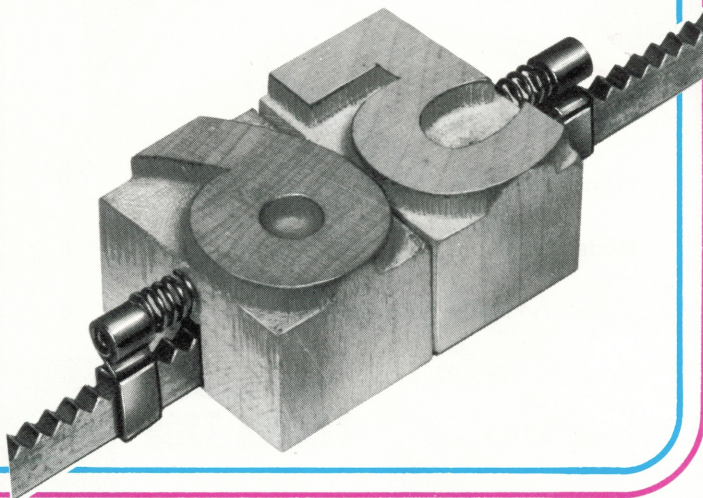
To give you every measure of assurance, each Showcard Machine is unconditionally guaranteed for a full 5 years, against practically everything except abuse. Nothing less than its husky unit-cast construction and long record of trouble-free service could make possible such a guarantee. (See page 22).

Whatever your sign-making needs, there is a Showcard Machine to handle the job, and quickly save its own cost. Various Showcard Machine models are described on the following pages. The selection of type faces available is shown on pages 20 and 21, and accessories and supplies on pages 18 and 19.

SHOWCARD MACHINES OFFER ALL THESE FEATURES

VERSATILE TYPE LOCKING

The unique type setting system developed by Showcard is a major breakthrough for hand operated presses. Each piece of type is slotted and fits securely on type bars. The type is held in position on the bars by special locking clips. Each type bar is secured to the bed plate by means of notched guides along the sides of the bed. The Showcard system of type locking provides a simple yet efficient means of setting type. Complete layout revisions or minor line-up corrections can be completed in a matter of seconds.



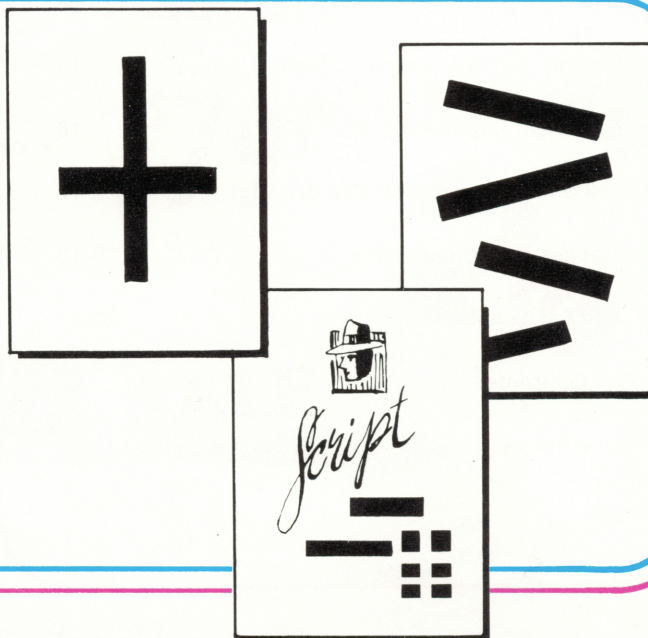
RUGGED SIMPLICITY

All Showcard Machines are constructed of heavy cast steel. The only moving parts of a Showcard Machine are located in the carriage. The carriage glides over the bed plate on precision machined oversized bearings mounted in a pre-lubricated, sealed housing. Because of this simple but extremely rugged construction and our exacting quality control measures, Showcard Machines turn out top quality work from the very first day and for years-to-come. Special maintenance is seldom if ever required. It is not unusual for our machines to operate for 15 or 20 years without special servicing.

COMPLETE VERSATILITY

Showcard Machines impose no layout restrictions. Because of our versatile type locking system, you can print vertically, horizontally or diagonally. You can mix or match type faces. Use script with a display face or any combination of our wide selection of type faces. Use one, two or more colors and print from cuts as well as type. Print on almost any surface.

With Showcard's unique type locking system you can make layout corrections or complete revisions in half the time and with less effort than on any other machine of its kind. You'll be delighted with the ease of preparing signs on a Showcard Machine.



WHERE AND HOW SHOWCARD MACHINES ARE BEING USED . . .

Merchandising Activities—Department stores, variety chains, discount stores, and retail stores of all kinds find many uses for printing price markers, announcement signs, counter cards and general signs. Supermarkets, bakeries, restaurants and dairies also find many uses for the versatile Showcard Machine.

Audio Visual Departments—Schools, libraries, commercial firms and museums use these machines for signs, posters, flip charts, opaque and transparent projection slides and offset printing masters.

Institutions and Government Agencies — Hospitals, schools and government agencies find many and varied uses for their machines.

Television, Radio Stations and Advertising Agencies — For general signs, balop cards, posters and projection transparencies.

Industrial Plants and General Offices — For safety signs, directionals, bin markers, bulletins, vocational training classes, and signs.

Post Exchanges—throughout the world have found the Showcard Machine to be a big timesaver in preparing signs of all kinds.

Wholesalers—in the food and drug field use them and so do rack jobbers.

Sign Shops—use Showcard Machines for a wide variety of sign jobs because of its versatility and economy.

LOOK AT THE RECORD—Many Showcard Machines in use today have been serving satisfied users for over 45 years. Many have had no maintenance costs and with others the maintenance has been nominal.

LEADING MERCHANTISERS

Here's a partial list of Showcard Machine users . . .

Abraham & Strauss—New York City
Alexander's—New York & Branches
Almart Stores
Ames Department Stores
August, A.J.
Ayres, L.A.—Indianapolis
Baltimore Gas & Electric
Bamberger's—Newark
Barker
Belk's—over 80 stores
Bergdorf Goodman—New York City
Block, Wm. H.—Indianapolis
Bloomingdales—New York City
Bonwit Teller
Bradlees
Broadway—Hale
Buckeye Marts
Buffums—Long Beach
Caldor's
Carson Pirie Scott & Company
Charles A. Stevens—Chicago
Clover Stores—Philadelphia
Dayton Company—Minneapolis
Dey Brothers—Syracuse
Donaldson's—Minneapolis
Edward Hines Lumber
Evans Furs
Fabric World
Fantles
Fedco
Fed Mart
Filene's, Wm. & Sons Company
Forbes & Wallace, Inc.—
Springfield
Fowler, Dick & Walker—Wilkes Barre,
Pa. & Binghamton, N.Y.

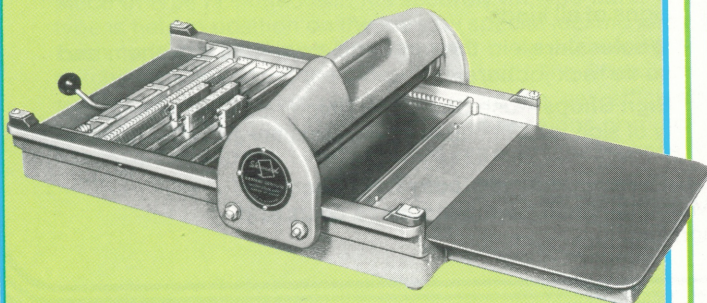
Fox, G. & Company—Hartford
Franklin Simon—New York City
Franklin Stores
Gambles
Gaylords
Gemco
Gimbels—Milwaukee
Goldfines
Gold Triangle
Gordons Jewelers
Gorin's, Inc. Boston
Grand Central
Greyhound Exposition Services
Chicago, Houston, Phoenix,
Atlanta, New Orleans
Hancock Fabrics
Hegerer, Wm. Company—Buffalo
Hens & Kelly—Buffalo
Herman's Sporting Goods
Hess—Allentown, Pa.
Herberger's—St. Cloud & Branches
Hirsch, P.N.
Hochschild Kohn & Company—
Baltimore
Hudson, J.L. Company
Hughes-Hatcher-Suffrin
Hutzler's
Ivey, J.B. & Company
Charlotte & Branches
Jamesway Discount Stores
Jordan Marsh Company
Boston & Branches
Kings Department Store
Kling Stores
Lane Bryant
Lazarus, F.R. Company

Libson Shops—St. Louis
Lord & Taylor—New York
Luckey Platt—Poughkeepsie, N.Y.
Lytton's—Chicago & Branches
Mabley & Carew Company—
Cincinnati
MacLeods
Macy's—Garden City and
New Rochelle, NY.
Masters
May Cohen—Jacksonville
Mays Department Stores
Mc Crory, McLellan, Green Stores
McRaes—Jackson, Miss.
Meijer Thrifty Acres—
Grand Rapids & Branches
Memco
Michigan Consolidated Gas—
Detroit
Miller & Paine
Miller & Rhoads—
Richmond & Branches
Miller Brothers Company—
Chattanooga
Milwaukee Boston Store—Milwaukee
Nichols Discount City
Northwest Fabrics
Ontario Stores
Outlet, The, Company—Providence
Parisian, The
J.C. Penney
Pepsi-Cola
Pizitz—Birmingham
Pogue, H.&S.—Cincinnati
Pomeroy's—Harrisburg, Pa.
Porteous, Mitchell & Braun
Company—Portland

Prange, H.C. Company
Rickel Home Centers
Regensteins—Atlanta
Rose's Stores
Sachs, Inc., New York
Sage—Allen Company—Hartford
Saks 5th Avenue
Sam Shainburg Dry Goods
Company—Memphis & Branches
Sam Solomon
Sattlers—Buffalo
Sears Roebuck and Company
Shopko
Sibley's—Rochester
Simpson—Sears, Ltd.
Steinberg—Miracle Mart
Stern Brothers—New Jersey
Stewart's—Baltimore
Strawbridge & Clothier
Sutherland Lumber
Treasury Department Stores
Two Guys
Venture Stores
Waco Department Stores
Wickes Furniture
Wilson Mens Stores
Woodward & Lothrop—
Washington, D.C.
Woolworth, F.W.
Woolco Department Stores
Young, Quinlan, Rothschild—
Minneapolis
Younkers
ZCMI-Salt Lake City
Zachary—Atlanta
Zayre
Zellers

SHOWCARD MACHINE MODEL "7-11"

Prints all sizes up to 7" x 11"
Model "7-11": 24" x 11" x 5½"
Type Rack: 20" x 11" x 17"
Complete shipping weight: 100 lbs.



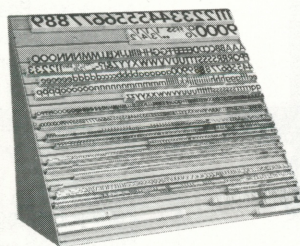
The Model "7-11" is a low cost answer for the bulk of your sign printing requirements. Model "7-11" is the smallest member of the Showcard Machine line, yet has the same rugged cast steel construction as the larger models. The same time-proven features, high-lighted in the preceding pages, have been designed into the "7-11" to insure maximum speed and ease of operation. Model "7-11" brings the advantages of a Showcard Machine within the reach of the smallest store or the large sign shop that is looking for a low-cost work horse.

STANDARD EQUIPMENT INCLUDED WITH SHOWCARD MACHINE MODEL "7-11"

- | | |
|--|---------------------------------|
| 7 Short type bars (for printing crosswise of card) | 1 6A font, 30 point, lower case |
| 5 Long type bars (for printing lengthwise of card) | 1 3A font, 60 point, caps |
| 14 Type clips | 1 Figure font, 60 point |
| 2 Inking rollers | 1 Figure font, 1" high |
| 1 Tube black ink | 1 20" x 20" metal type rack |
| 1 Tube red ink | 1 Gal. type cleaner |
| 1 6A font, 30 point, caps and figures | 1 Can hand cleaner |
| | 1 Machine cover |
| | 1 Type rack cover |
| | 1 Bed plate |

SHOWCARD MACHINE MODEL "7-11" WITH SIGN CENTER

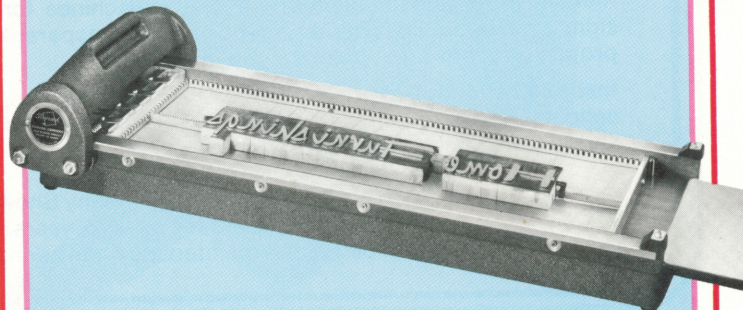
The "7-11" Sign Center combines the "7-11" with a handsome all-metal unit that is work bench, storage cabinet and type rack all in one. This unit includes all the standard equipment and accessories listed above except for the separate type rack. For additional information about the Sign Center, refer to Model "A" and "A-Special" with Sign Center on page 7.



See pages 20 and 21 for available type faces and sizes.

SHOWCARD MACHINE MODEL "C"

Prints all sizes up to 7" x 22"
Model "C": 44" x 11" x 5½"
Type Rack: 30" x 17" x 25"
Complete shipping weight: 140 lbs.



The Model "C" is an unusual extra in the Showcard Machine line. This versatile machine is ideal for printing pennants and streamers without the price penalty you might expect for such versatility. Of course, Model "C" offers the advantages that only a Showcard Machine can provide; speed and ease of operation, complete freedom of layout, economy and professional looking signs from the first sign to the last.

For the smaller store, Model "C" makes possible a much wider variety of promotional materials. For the larger sign department it handles many specialized tasks more efficiently than ever before.

Like all Showcard Machines, Model "C" has rugged all steel construction and is backed by Showcard's full five year guarantee. Model "C", like all the machines in the Showcard family, invites comparison with equipment manufactured by other companies. Once you compare, you'll want a Showcard.

STANDARD EQUIPMENT FURNISHED WITH THE MODEL "C"

- | | |
|--|---------------------|
| 7 Short type bars (for printing crosswise of card) | |
| 4 Long type bars (for printing lengthwise of card) | |
| 14 Type clips | |
| 2 Inking rollers | |
| 1 Tube black ink | |
| 1 Tube red ink | |
| 1 Bed plate | |
| 1 6A font, 30 point, caps and figures | |
| 1 6A font, 30 point, lower case | |
| 1 6A font, 48 point, caps and figures | |
| 1 3A font, 72 point, caps | |
| 1 Figure font, 72 point | |
| 1 3A font, 1¾", caps | |
| 1 Figure font, 1¾" | |
| 1 30" x 30" metal type rack | 1 Machine cover |
| 1 Gallon type cleaner | 1 Type rack cover |
| 1 Can hand cleaner | 1 Handy cleaner can |

See pages 20 and 21 for available type faces and sizes.

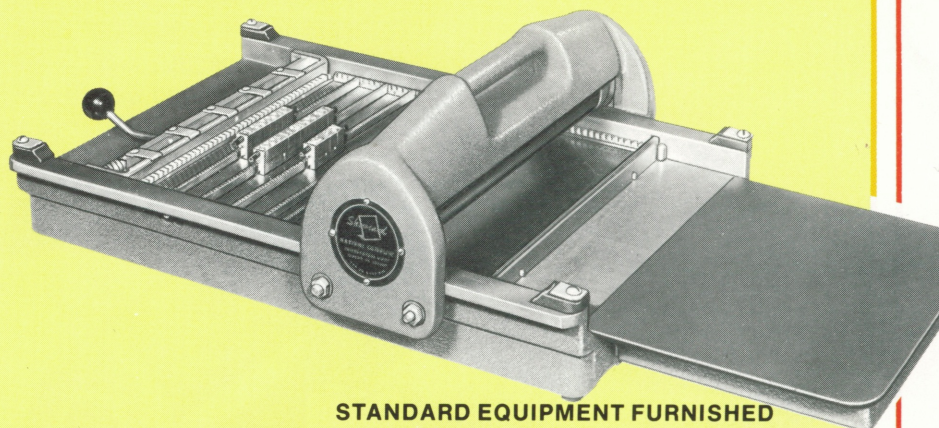
SHOWCARD MACHINE

MODEL "A" and "A-SPECIAL"

Model "A" is a popular "quarter sheet" machine, big in quality and value. Its range encompasses the great majority of all sign needs and its speed and simplicity have made it first choice of many of the world's largest merchandising firms. It's moderately priced, yet there isn't a huskier, harder working machine on the market.

The Model "A", as are all Showcard Machines, is designed and manufactured to our exacting specifications. Specially constructed, oversized, pre-lubricated bearings smoothly glide the carriage over the bed-plate. The versatile type locking system reduces set-up time to a minimum. You can expect years of trouble-free, top quality printing from every Showcard Machine.

The model "A-Special" provides all the sign making versatility and rugged durability found in the Model "A" with one additional feature. Model "A-Special" incorporates an adjustable carriage assembly to make printing even easier. Refer to Model "B-Special" on page 9 for a full description of the adjustable carriage feature.

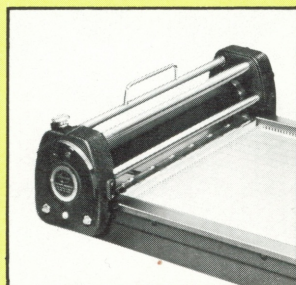


Prints all sizes up to 12" x 15"

Model "A": 33" x 16½" x 8"

Type Rack: 30" x 17" x 25"

Complete shipping weight: 230 lbs.



STANDARD EQUIPMENT FURNISHED WITH MODELS "A" OR "A-SPECIAL"

- | | |
|--|---------------------------------------|
| 1 Card drying rack | 1 6A font, 30 point, lower case |
| 8 Short type bars (for printing crosswise of the card) | 1 6A font, 48 point, caps and figures |
| 5 Long type bars (for printing lengthwise of the card) | 1 6A font, 48 point, lower case |
| 16 Type clips | 1 3A font, 72 point, caps |
| 1 Inking plate | 1 Figure font, 72 point |
| 2 Inking rollers | 1 Figure font, 1¾" high |
| 1 Tube black ink | 1 Figure font, 2" high |
| 1 Tube red ink | 1 Gallon type cleaner |
| 1 30" x 30" Metal type rack | 1 Can hand cleaner |
| 1 Bed plate | 1 Machine cover |
| 1 6A font, 30 point, caps and figures | 1 Type rack cover |
| | 1 Handy cleaner can |

See pages 20 and 21 for available type faces and sizes.

Model "A" sign Center: 34" x 24" x 58"

Shipping weight: 187 lbs.



SHOWCARD MACHINE

MODEL "A" and "A-SPECIAL" WITH SIGN CENTER

This Sign Center teams up the Model "A" or Model "A-Special" with a specially designed all-metal unit that is work bench, storage cabinet and type rack all in one. A fluorescent lamp may be added to complement the type rack.

The Sign Center places the Showcard Machine at the proper working height, and holds all necessary materials within easy reach. An extra large type rack is provided as an integral part of the unit, directly behind the machine. Below the machine are drawers for extra type. There are open shelves to accommodate an ample supply of card stock. At one side there is a convenient pull-out shelf to provide additional working space when needed.

Because of its compact size, the Model "A" or "A-Special" Sign Center needs less than six square feet of floor space. It provides an ideal answer for many signing needs by combining maximum operating efficiency with lasting economy.

STANDARD EQUIPMENT FURNISHED WITH MODEL "A" or "A-SPECIAL" SIGN CENTER

This unit includes the Model "A" or "A-Special" Showcard Machine and all the standard equipment and accessories furnished with Model "A" above, except for the separate type rack.

See pages 20 and 21 for available type faces and sizes.

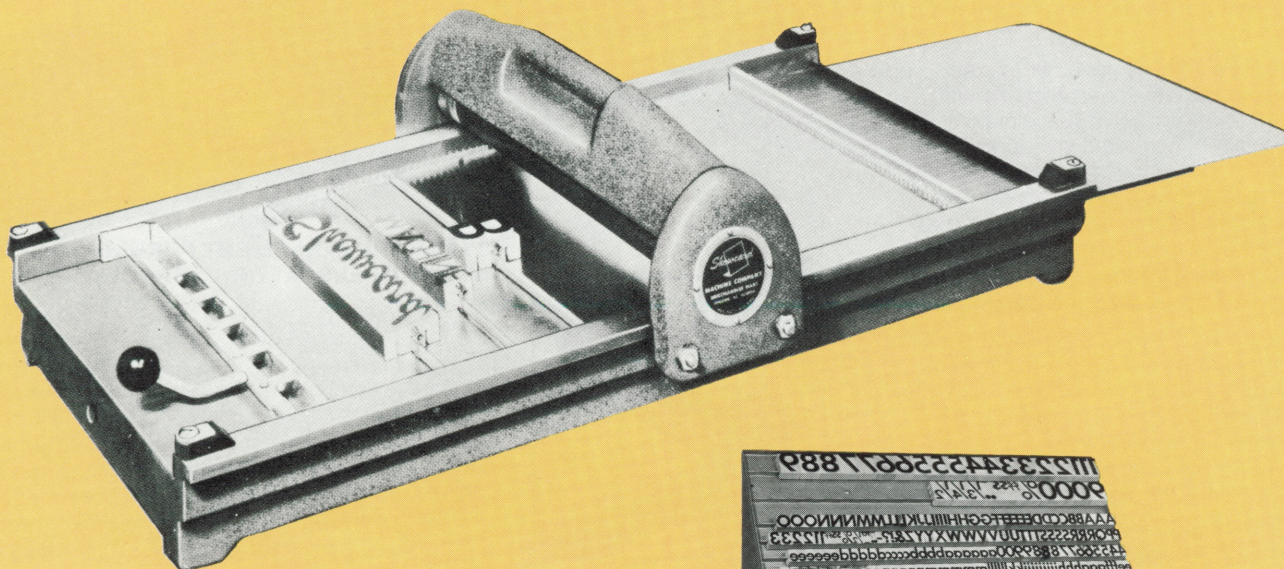
SHOWCARD MACHINE MODEL "B"

Prints all sizes up to 15" x 23"

Model "B": 43" x 19" x 8¼"

Type Rack: 30" x 17" x 25"

Complete shipping weight: 300 lbs.



STANDARD EQUIPMENT FURNISHED WITH THE MODEL "B"

- 1 Card drying rack
- 12 Short type bars (for printing crosswise of card)
- 7 Long type bars (for printing lengthwise of card)
- 24 Type clips
- 2 Inking rollers
- 1 Tube black ink
- 1 Tube red ink
- 1 Bed plate
- 1 30" x 30" Metal type rack
- 1 6A font, 30 point, caps and figures
- 1 6A font, 30 point, lower case
- 1 6A font, 48 point, caps and figures
- 1 6A font, 48 point, lower case
- 1 6A font, 72 point, caps
- 1 Figure font, 72 point
- 1 3A font, 1¾", caps
- 1 Figure font, 1¾" high
- 1 Figure font, 2" high
- 1 Gallon type cleaner
- 1 Can hand cleaner
- 1 Machine cover
- 1 Type rack cover
- 1 Handy cleaner can



Model "B" is a half-sheet machine, with a printing capacity to handle a wide range of cards, posters, pennants and the like. Big jobs or small, it offers the same speed and ease of operation you can expect from any Showcard Machine. Yet, it carries a modest price tag. Dollar for dollar, the Model "B" offers more versatility, more all-around performance and much more rugged construction than any other machine of its kind.

Of course, you can depend on the unmatched quality of any sign printed on a Showcard. Even the novice can turn out professional looking signs the first time on a Showcard. So before you invest — investigate Showcard.

See pages 20 and 21 for available type faces and sizes.

SHOWCARD MACHINE MODEL "B" SPECIAL

Prints all sizes up to 15" x 23"
Model "B-Special": 43" x 19" x 8¼"
Type Rack: 30" x 17" x 25"
Complete shipping weight: 300 lbs.



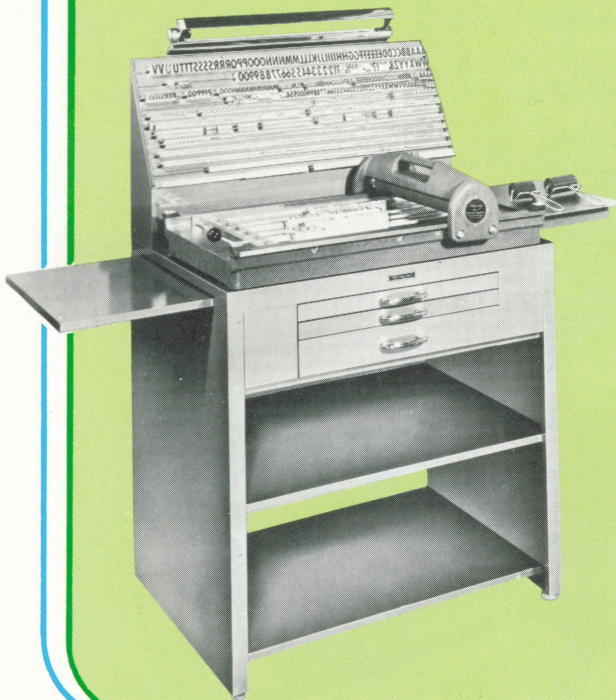
Same capacity, and the same size, as the Model "B", but equipped with an adjustable carriage assembly that makes operation even easier. Blurring and smearing are eliminated by a toggle arrangement which automatically lifts the impression cylinder when backed across the type set-up. Instant adjustment for varying thickness of card stock is easily obtained by turning a small calibrated cylinder for just the right printing pressure. Printing pressure can be adjusted to within thousandths of an inch with micrometer pressure control. The massive construction of the carriage and the liberal use of oversized bearings are safeguards against any conceivable amount of wear.

STANDARD EQUIPMENT FURNISHED WITH THE MODEL "B-SPECIAL"

- 1 Card drying rack
- 12 Short type bars (for printing crosswise of card)
- 7 Long type bars (for printing lengthwise of card)
- 24 Type clips
- 2 Inking rollers
- 1 Tube black ink
- 1 Tube red ink
- 1 Bed plate
- 1 30" x 30" Metal type rack
- 1 6A font, 30 point, caps and figures
- 1 6A font, 30 point, lower case
- 1 6A font, 48 point, caps and figures
- 1 6A font, 48 point, lower case
- 1 6A font, 72 point, caps
- 1 Figure font, 72 point
- 1 3A font, 1½", caps
- 1 Figure font, 1½" high
- 1 Figure font, 2" high
- 1 Gallon type cleaner
- 1 Can hand cleaner
- 1 Machine cover
- 1 Type rack cover
- 1 Handy cleaner can

See pages 20 and 21 for available type faces and sizes.

*Model "B" and
"B-Special" Sign Center:
34" x 24" x 58"
Combined shipping weight: 487 lbs.*



SHOWCARD MACHINE

MODEL "B" and "B-SPECIAL" WITH SIGN CENTER

This is the same Sign Center offered with the Model "A" but now teamed up with the popular Models "B" and "B-Special" described on the preceding page.

The result is a complete sign shop — a work bench, a storage cabinet and a type rack — all in one compact unit occupying less than six square feet.

In designing the Sign Center, first consideration was given to convenience of operation. The machine is placed at the right working height. All necessary materials are within easy reach. Conveniently placed behind the machine is an extra large type rack right at the operator's finger tips. Three handy drawers provide storage for extra type. Roomy open shelves accommodate a full supply of card stock. A highly useful feature is the pull-out-shelf at the left to give the operator extra working area when needed. A handsome fluorescent lamp may be added to the type rack to fully illuminate the work area.

STANDARD EQUIPMENT INCLUDED WITH MODEL "B" or "B-SPECIAL" SIGN CENTER

This unit includes the Model "B" or "B-Special" and all the standard equipment and accessories furnished with each model as listed on pages 8 and 9, except for the separate type rack.

See pages 20 and 21 for available type faces and sizes.

SHOWCARD MACHINE

MODEL "B" and "B-SPECIAL" WITH EFFICIENCY UNIT

Here is the ultimate in sign-making equipment. Model "B" or "B-Special" with a completely self-contained sign shop to provide maximum efficiency in only a minimum of floor space.

The work table holds the Showcard Machine at the correct working height and places all necessary materials within easy reach of the operator. There are shelves to provide ample space for storage of card stock and supplies of all kinds and a convenient drying shelf above and behind the machine.

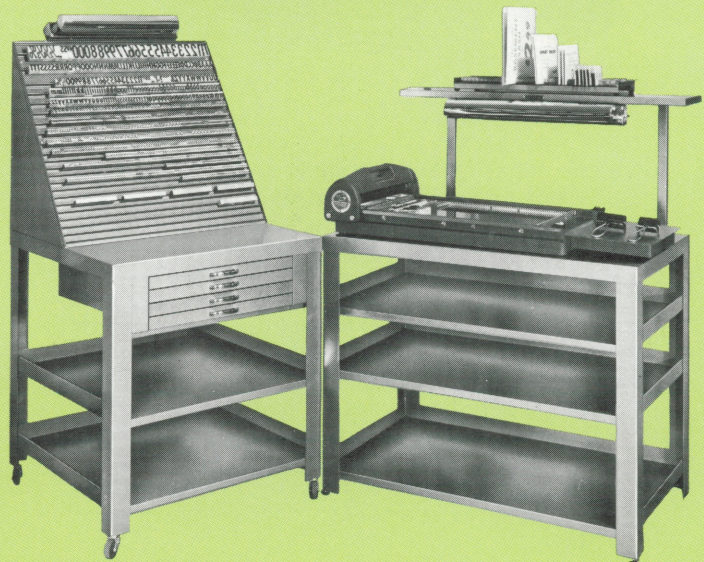
The type table has a big 30" x 30" metal type rack, plus convenient pull-out drawers for storage of additional type. This type table is mounted on casters so it can be easily rolled to any convenient position.

This efficiency unit is made of steel with a handsome enamel finish. The quality of materials and workmanship assures a long lifetime of service. Both the work table and type table can be furnished with a fluorescent lamp as an accessory.

Machine Table: 42" x 30" x 52"

Type Table: 30¼" x 30" x 59"

Combined shipping weight: 610 lbs.



STANDARD EQUIPMENT INCLUDED WITH MODEL "B" OR "B-SPECIAL" EFFICIENCY UNIT

This unit includes the Model "B" or "B-Special" and all the standard equipment and accessories furnished with each unit as listed on pages 8 and 9, except for the separate type rack.

See pages 20 and 21 for available type faces and sizes.

Showcard Machine

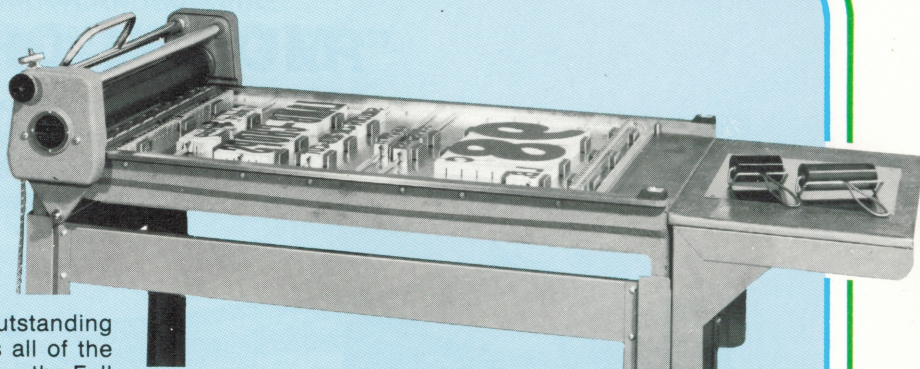
MODEL "FS-78" HAND INKING MODEL

Prints all sizes up to 22" x 28"

Model "FS-78": 55" x 31" x 43"

Type Rack: 30" x 17" x 25"

Complete shipping weight: 876 lbs.



The Showcard Machine Model "FS-78" is an outstanding performer in every respect. "FS-78" embodies all of the features of Showcard's top-of-the-line machine — the Full Sheet Signmaster—except for the mechanical inking plate. Every detail of the "FS-78" machine has been refined to give you top quality signing and ease of operation. Of course, "FS-78" gives you Showcard's exclusive features making it the finest full sheet machine on the market.

Blurring and smearing are eliminated by a toggle arrangement which automatically lifts the impression cylinder when backed across the type set-up. Instant adjustment for varying thickness of card stock is easily obtained by turning a small calibrated cylinder for just the right printing pressure. Printing pressure can be adjusted to within thousandths of an inch with micrometer pressure control. The massive construction of the carriage and the liberal use of oversized bearings are safeguards against any conceivable amount of wear.

A special pedal assembly is provided to operate the gripper that holds the card in position. With the pedal assembly mounted to the full length of the stand, foot pressure releases or closes the gripper clamps to secure the cards while leaving both hands of the operator free.

Standard equipment furnished with the Model "FS-78" has been selected to make it a most versatile installation in every respect.

See pages 20 and 21 for available type faces and sizes.

STANDARD EQUIPMENT FURNISHED WITH THE MODEL "FS-78"

- | | |
|-----------------------------------|----------------------------|
| 1 Card drying rack | 1 Machine stand |
| 1 30" x 30" type rack | 1 Machine cover |
| 2 Inking rollers | 1 6A font, 1 3/8", caps |
| 15 Short type bars | 1 Figure font, 1 3/8" high |
| (for printing crosswise on card) | 1 3A font, 2", caps |
| 8 Long type bars | 1 Figure font, 2" high |
| (for printing lengthwise on card) | 1 3A font, 3", caps |
| 30 Type clips | 1 Figure font, 3" high |
| 1 6A font, 30 point, | 1 Tube black ink |
| caps and figures | 1 Tube red ink |
| 1 6A font, 30 point, lower case | 1 Gallon type cleaner |
| 1 6A font, 48 point, | 1 Can hand cleaner |
| caps and figures | 1 Type rack cover |
| 1 6A font, 48 point, lower case | 1 Handy cleaner can |
| 1 6A font, 72 point, caps | 1 12 Drawer type cabinet |
| 1 Figure font, 72 point | |

SHOWCARD MACHINE

MODEL "FS-78" DELUXE UNIT

Here the Model "FS-78" is furnished with a type table as illustrated. This Deluxe Unit is a self-contained sign shop, provides facilities for storage of all materials. The type table rolls forward for maximum ease of operation, and can be positioned in any convenient location. A fluorescent lamp can be added to the type rack as an accessory.

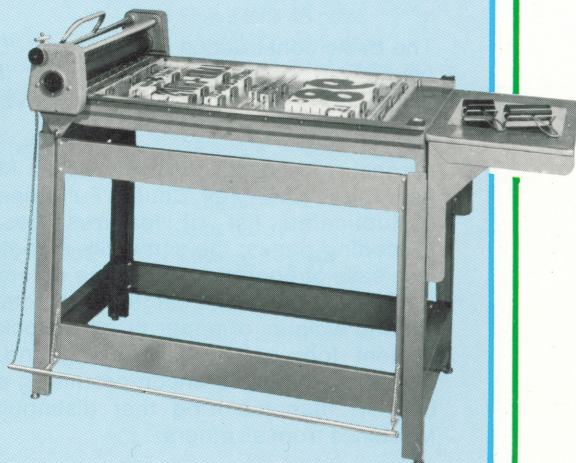
STANDARD EQUIPMENT INCLUDED WITH MODEL "FS-78"

This unit includes all the standard equipment furnished with Model "FS-78" shown above except for the type rack and twelve drawer cabinet which is replaced by the type table.

See pages 20 and 21 for available type faces and sizes.



*Overall Size: 55" x 31" x 43"
Type Table: 30 1/4" x 30" x 59"
Combined shipping weight: 1057 lbs.*



SHOWCARD MACHINE
MODEL "DFS"

*Prints all sizes up to 30" x 45"
Overall Size: 77" x 37½" x 43"
Shipping weight: 755 lbs.*



The basic construction of the Model "DFS" is an exact counterpart of the unrivalled Model "FS-78". But it is still bigger — to meet larger, more varied specialized requirements.

Largest and finest in the Showcard Machine line, the big Model "DFS" (for Double Full Sheet) embodies the unduplicated list of features described on the preceding pages; the same silk-smooth, almost effortless ease of operation; the same automatic lifting of the impression roller; the same micrometer adjustment for varying weights of paper or card stock; the same convenient foot pedal for gripping and releasing; and above all, the same uncompromising quality and extra care in manufacturing that distinguishes Showcard Machines from all others.

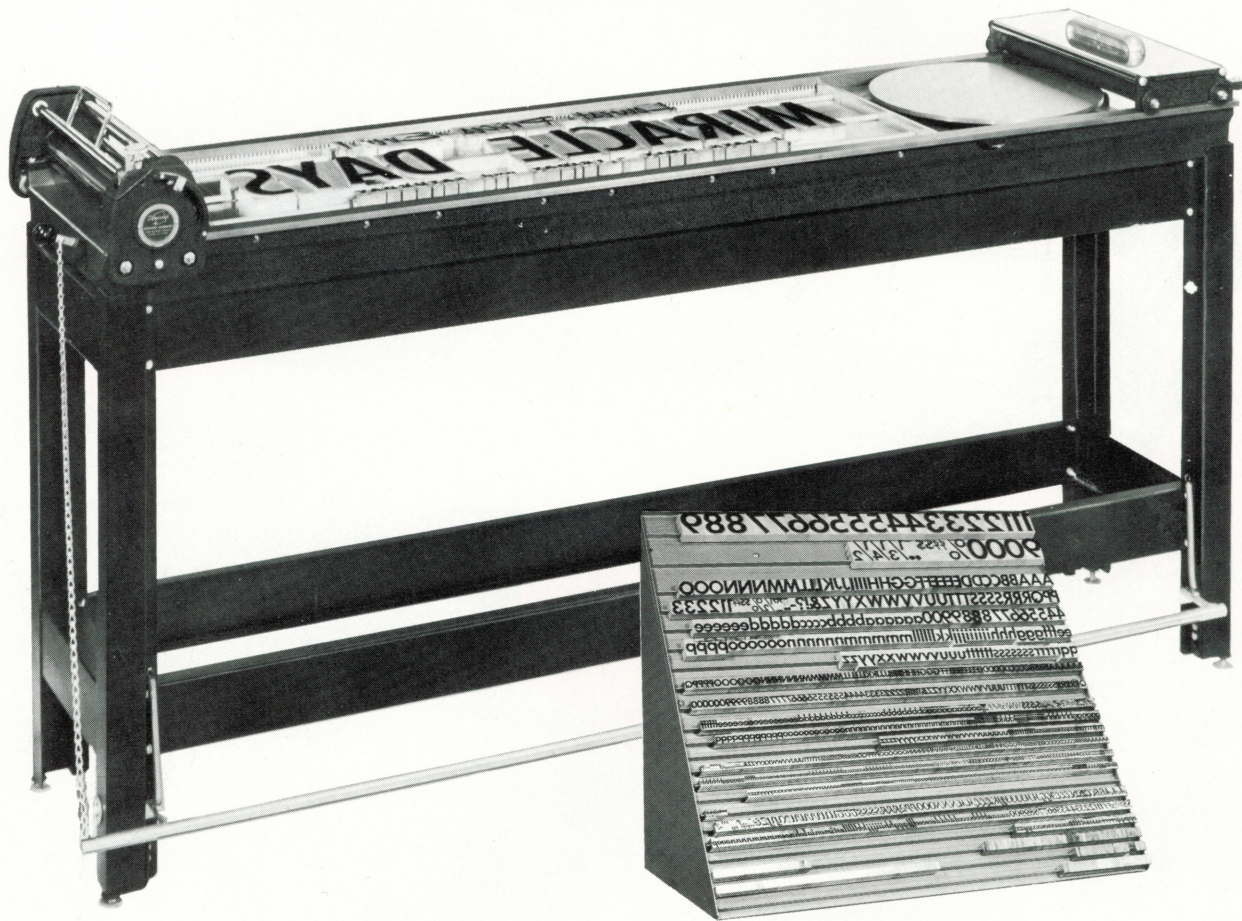
The Model "DFS" is furnished complete with stand as illustrated. Standard equipment furnished also includes 15 short type bars, 8 long type bars, 30 type clips, 8 lock-up magnets, handy cleaner can and a machine cover. Because the Model "DFS" is so often used for specialized jobs it is not furnished with type or type cabinet; hence, you may custom order type and other equipment to meet your specific requirements.

Supplies, accessories and type are presented on pages 18 through 21. Specimen books of type faces and price information will be furnished upon request.

See pages 20 and 21 for available type faces and sizes.

SHOWCARD MACHINE "LONG-MASTER"

*Prints all sizes up to 15" x 45"
Overall Size: 72" x 19" x 41"
Type Racks: 30" x 17" x 25"
Complete shipping weight: 665 lbs.*



The "Long-Master" answers a long felt need for making those really long window streamers, pennants and banners, while still handling the sign needs in the average store or sign shop. Its proportions represent a happy compromise, providing oversize length, but not oversize price.

Blurring and smearing are eliminated by a toggle arrangement which automatically lifts the impression cylinder when backed across the type set-up. Instant adjustment for varying thickness of card stock is easily obtained by turning a small calibrated cylinder for just the right printing pressure. Printing pressure can be adjusted to within thousandths of an inch with micrometer pressure control. The massive construction of the carriage and the liberal use of oversized bearings are safeguards against any conceivable amount of wear.

The "Long-Master" is built of cast steel for heavy duty use with a rugged steel stand as illustrated. Accompanying the "Long-Master" are two all metal 30" x 30" type racks.

STANDARD EQUIPMENT FURNISHED WITH "LONG-MASTER"

- | | |
|-----------------------------------|---------------------------------|
| 1 Machine stand | 2 Type rack covers |
| 2 30" x 30" metal type racks | 1 6A font, 48 point, lower case |
| 1 Card drying rack | 1 Figure font, 48 point |
| 2 Inking rollers | 1 6A font, 72 point, caps |
| 12 Short type bars | 1 Figure font, 72 point |
| (for printing crosswise on card) | 1 3A font, 1 3/8", caps |
| 5 Long type bars | 1 Figure font, 2" |
| (for printing lengthwise on card) | 1 3A font, 4", caps |
| 24 Type clips | 1 Figure font, 4" |
| 1 6A font, 30 point, | 1 Tube black ink |
| caps and figures | 1 Tube red ink |
| 1 6A font, 30 point, lower case | 8 Lock-up magnets |
| 1 Figure font, 30 point | 1 Gallon type cleaner |
| 1 6A font, 48 point, | 1 Can hand cleaner |
| caps and figures | 1 Handy cleaner can |
| 1 Machine cover | 1 Bottle Thinzit |

See pages 20 and 21 for available type faces and sizes.

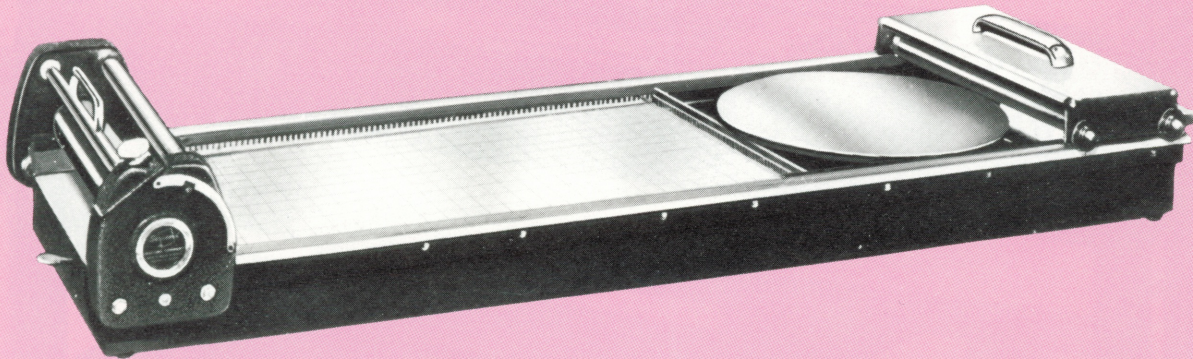
SHOWCARD MACHINE "SIGNMASTER"

Prints all sizes up to 15" x 23"

"Signmaster": 50" x 19" x 9½"

Type Rack: 30" x 17" x 25"

Complete shipping weight: 390 lbs.

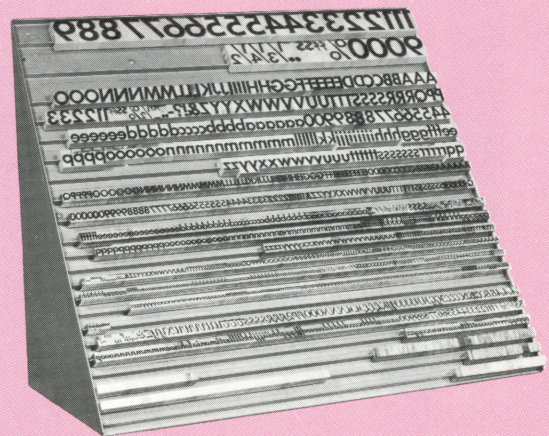


This is a specialized variation of the Showcard Machine, designed primarily for speedy production of cards in quantity. Whether it's one-of-the-kind, or hundreds of the same kind, this Showcard Machine "Signmaster" offers a highly efficient, economical answer.

The speed of the "Signmaster" comes through use of a perfectly designed mechanical inking unit in connection with Showcard Machine's unique, versatile typesetting method. A special carriage at the right, housing inking rollers, is simply passed over the inking plate and onto the type for each impression. Each operation of the inking unit carriage rotates the inking plate automatically.

Blurring and smearing are eliminated by a toggle arrangement which automatically lifts the impression cylinder when backed across the type set-up. Instant adjustment for varying thickness of card stock is easily obtained by turning a small calibrated cylinder for just the right printing pressure. Printing pressure can be adjusted to within thousandths of an inch with micrometer pressure control. The massive construction of the carriage and the liberal use of oversized bearings are safeguards against any conceivable amount of wear.

The "Signmaster" provides the complete freedom of layout and type selection found in all Showcard Machines. It accommodates cuts and electros as well as type; prints in either direction or at an angle. It's a brand new idea in sign printing machines, yet it utilizes only time-tested operating principles.



STANDARD EQUIPMENT FURNISHED WITH THE "SIGNMASTER"

- | | |
|--|---------------------------------|
| 1 Type rack (30" x 30") | 1 Type rack cover |
| 1 Card drying rack | 1 6A font, 48 point, lower case |
| 2 Inking rollers | 1 Figure font, 48 point |
| 12 Short type bars
(for printing crosswise on card) | 1 6A font, 72 point, caps |
| 7 Long type bars
(for printing lengthwise on card) | 1 Figure font, 72 point |
| 24 Type clips | 1 3A font, 1½", caps |
| 1 6A font, 30 point,
caps and figures | 1 Figure font, 1½" high |
| 1 6A font, 30 point, lower case | 1 Figure font, 2" high |
| 1 Figure font, 30 point | 1 Tube black ink |
| 1 6A font, 48 point,
caps and figures | 1 Tube red ink |
| 1 Machine cover | 1 Gallon type cleaner |
| | 1 Can hand cleaner |
| | 1 Handy cleaner can |
| | 1 Bottle Thinzit |

See pages 20 and 21 for available type faces and sizes.

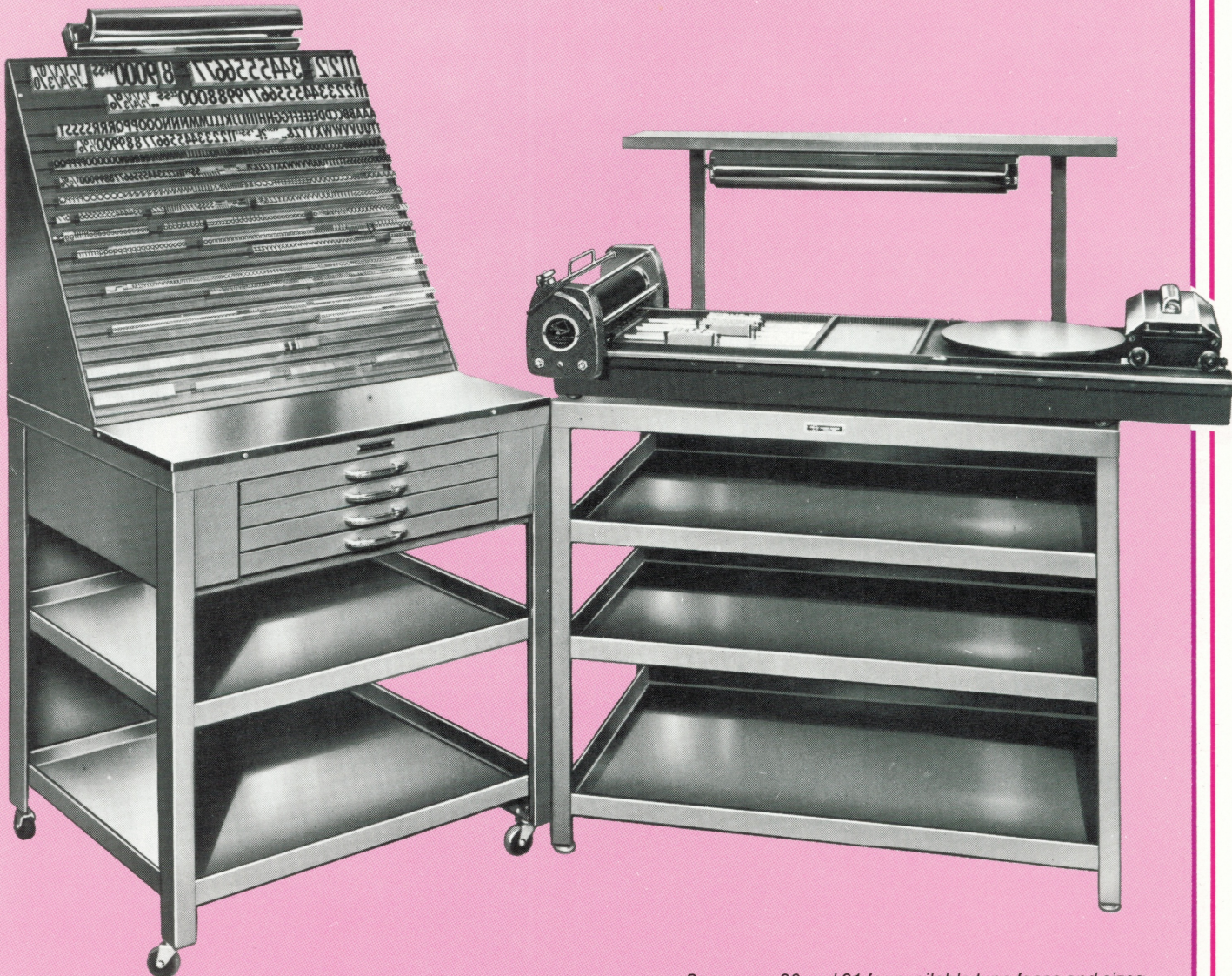
SHOWCARD MACHINE
"SIGNMASTER"
 WITH EFFICIENCY UNIT

A completely self-contained sign shop, this Efficiency Unit has convenient shelves for card stock and supplies of all kinds. The type table has a large type rack plus drawers for additional type. This type table is mounted on casters so it can be rolled to any convenient position. The Efficiency Unit is made entirely of steel, with handsome enamel finish.

STANDARD EQUIPMENT FURNISHED WITH THE "SIGNMASTER" EFFICIENCY UNIT

This unit includes all the standard equipment furnished with the "Signmaster" shown on the opposite page except for the type rack which is replaced by the type table. A fluorescent lamp can be added to both the type table and the work table as an accessory.

Machine Table: 42" x 30" x 52"
Type Table: 30 1/4" x 30" x 59"
Combined shipping weight: 710 lbs.



See pages 20 and 21 for available type faces and sizes.

SHOWCARD MACHINE

"FULL SHEET SIGNMASTER"

Prints all sizes up to 22" x 28"

Overall Size: 69" x 30" x 43"

Type Rack: 30" x 17" x 25"

Cabinet: 25" x 22½" x 25"

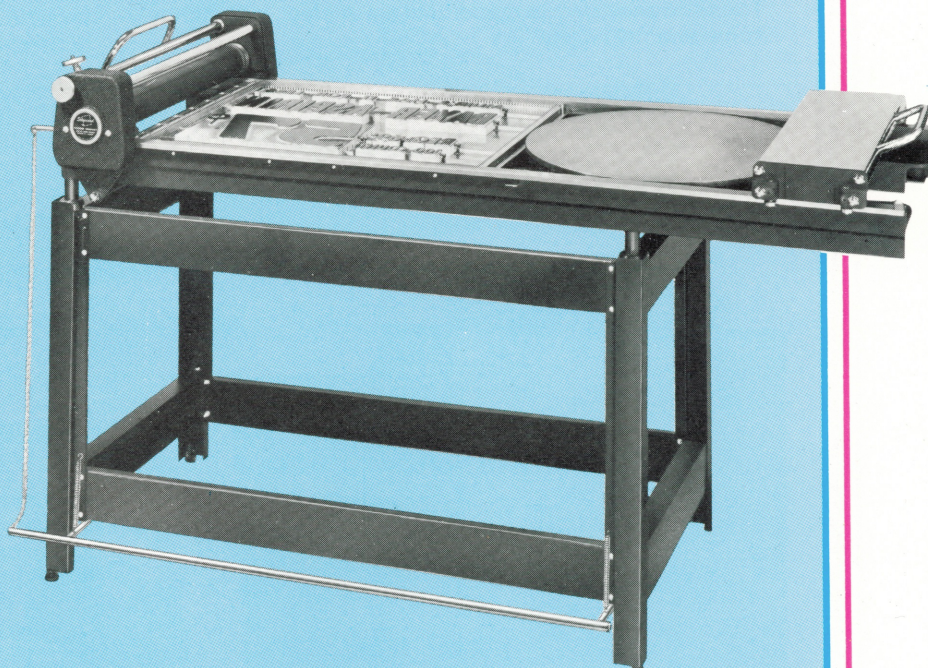
Complete shipping weight: 1175 lbs.

This king-size Full Sheet Signmaster machine handles multiple sign jobs like no other machine. For producing just one or hundreds-of-a-kind — signs, posters or pennants — this model offers unmatched efficiency, speed and economy.

The Full Sheet Signmaster is a real producer and handles all work up to a full sheet, 22" x 28" in size. This model has all the simplicity, rugged strength and easy operation of the other model Showcard Machines. Also it offers the same easy method of type setting, same freedom of layout and same cast steel construction.

The mechanical inking unit follows the same time-proven design as used in regular Signmaster. The unit is pulled across the inking plate and onto the type set-up for each impression. Inking plate rotates automatically each time. Liberal use of anti-friction bearings throughout makes operation almost effortless.

Blurring and smearing are eliminated by a toggle arrangement which automatically lifts the impression cylinder when backed across the type set-up. Instant adjustment for varying thickness of card stock is easily obtained by turning a small calibrated cylinder for just the right printing pressure. Printing pressure can be adjusted to within thousandths of an inch with micrometer pressure control. The massive construction of the carriage and the liberal use of oversized bearings are safeguards against any conceivable amount of wear.



STANDARD EQUIPMENT FURNISHED WITH THE "FULL SHEET SIGNMASTER"

- | | |
|---------------------------------------|-----------------------|
| 1 30" x 30" Metal type rack | 1 Machine cover |
| 1 12 Drawer type cabinet | 1 Type rack cover |
| 1 Card drying rack | 1 6A font, 1¾", caps |
| 2 Inking rollers | 1 Figure font, 1¾" |
| 15 Short type bars | 1 3A font, 2", caps |
| (for printing crosswise on card) | 1 Figure font, 2" |
| 8 Long type bars | 1 3A font, 3", caps |
| (for printing lengthwise on card) | 1 Figure font, 3" |
| 30 Type clips | 1 Tube black ink |
| 1 6A font, 30 point, caps and figures | 1 Tube red ink |
| 1 6A font, 30 point, lower case | 1 Gallon type cleaner |
| 1 6A font, 48 point, caps and figures | 1 Can hand cleaner |
| 1 6A font, 48 point, lower case | 1 Machine stand |
| 1 6A font, 72 point, caps | 1 Handy cleaner can |
| 1 Figure font, 72 point | 1 Bottle Thinzit |

See pages 20 and 21 for available type faces and sizes.

SHOWCARD MACHINE
"FULL SHEET SIGNMASTER"
DELUXE UNIT

The type table has a big 30" x 30" metal type rack, plus convenient pull-out drawers for storage of additional type. Two shelves provide space for the storage of card stock and other supplies.

This mobile type table is ruggedly built of heavy gauge steel, with a handsome enamel finish, and is equipped with casters. It is easily rolled to any convenient floor location. A fluorescent lamp may be ordered to illuminate the work surface.

**STANDARD EQUIPMENT FURNISHED
WITH "FULL SHEET SIGNMASTER"
DELUXE UNIT**

This unit includes all the standard equipment furnished with the "Full Sheet Signmaster" shown on the opposite page except for the type rack and twelve drawer cabinet which is replaced by the type table.



*Overall Size: 69" x 30" x 42"
Type Table Size: 30 1/4" x 30" x 59"
Combined shipping weight: 1050 lbs.*

See pages 20 and 21 for available type faces and sizes.

SHOWCARD MACHINE

PRINTING INK



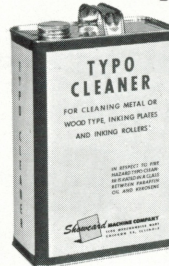
Showcard Machine "Mag-Ink"
— This is a sensational new development in printing ink that dries almost instantly on cards, yet remains wet and workable on type and rollers. Available in black, white and twenty bright colors. Packed in plastic tubes.



TYPE CLEANING BRUSH

Black horsehair bristles on a hardboard handle. Will not dissolve in Special-X Cleaner. Ideal for cleaning wood and metal type.

TYPE CLEANERS



Typo Cleaner — For everyday clean-up of type, rollers and inking plates. Works quickly, leaves no greasy residue. It is non-toxic and will not irritate the skin. Bears the seal of the Underwriters' Laboratories, and may be kept in workrooms without conflicting with fire and safety regulations. Packed in 1 gallon cans.



Special "X" Cleaners — For periodic clean-up of type, rollers and machine. It's tough enough to make short work of cleaning ink-encrusted type. Harmless to wood and metal type. In 1 gallon cans.

INK ROLLERS

Made of a new synthetic material that out-wears, out-lasts ordinary rollers many times. Extron is easy to clean because it is non-porous, contains no air cells to trap ink. Extron will withstand extreme heat without losing its shape. Available in five sizes — with 1, 2, 3, 5 and 8 inch rollers.



HANDY CLEANER CAN

Stores type cleaner safely yet keeps it immediately available. To use, simply invert can and pull back nozzle as illustrated. Automatically closes again to protect against spilling or evaporation. Capacity, one pint; easily refilled by unscrewing nozzle.



POURING SPOUT

No more spilling. Fits Showcard Typo Cleaner and Special X gallon cans.



PLASTIC SPRAY FIXATIVE



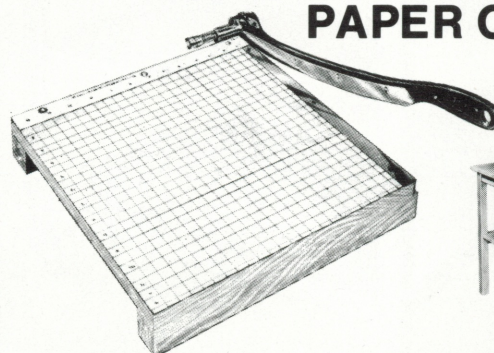
Plastic Spray Fixative is a quick drying, transparent acrylic coating that protects signs, counter cards, posters and artwork of all kinds.

HAND CLEANERS

Lather Type — In new aerosol container. Goes three times as far as ordinary cleaners. Quickly removes ink, grease, glue or paint. No water needed; just rub cleaner into hands thoroughly and wipe off. Contains no abrasives — leaves hands soft and smooth.



PAPER CUTTERS



Heavy duty construction, to trim heaviest board easily. Hardwood bed is scored to facilitate measuring and squaring. Metal frame construction keeps cutting blades in perfect alignment. Available in three sizes; 15" x 15", 24" x 24" and 30" x 30". Also 30" x 30" with self-contained table.

SUPPLIES & ACCESSORIES

SPECIAL RULES, BORDERS, ELECTROS

Available for use with Showcard Machines are special wood rules, decorative borders, special holiday cuts, and complete words or groupings such as "Special", "Each", etc. Proof sheets sent on request. Cuts of any special design or signature can also be made for use with the Showcard Machine upon receipt of art work.

BIG VALUE



Crown

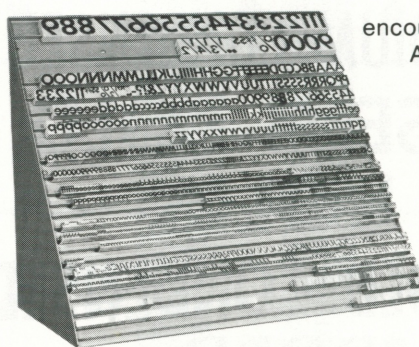


METAL TYPE RACK

Contributes to maximum operating speed. Holds all type instantly available — shows all type to aid in proper selection. Type slides on or off rack easily, encourages neat keeping.

All metal construction is extremely sturdy.

Available in two sizes — with storage area 20" x 20" and 30" x 30".



CARD DRYING RACK

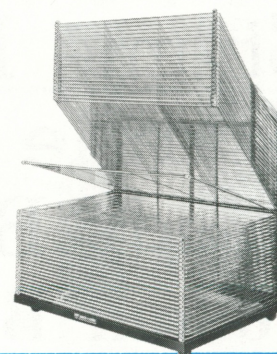


Holds cards while drying, prevents smearing or offsetting of ink. Simple to use; just set cards in place. Grips cards securely, without scratching or marring. Handles permit carrying loaded rack to any desired spot for drying. Takes cards of any size; capacity, 150 large cards or 300 smaller cards.

RACKETTE

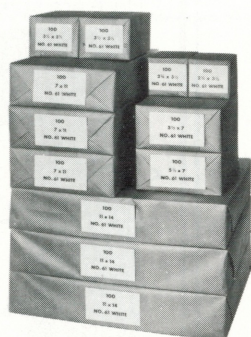
Rackette drying racks are the ideal way to air dry all your signing. Welded steel wire construction, baked enamel finish and large ball bearings casters for effortless rack movement make rackette a welcome addition to any printing operation.

Model	Size	No. of Shelves
Rackette	30 x 46"	40



CARD STOCK

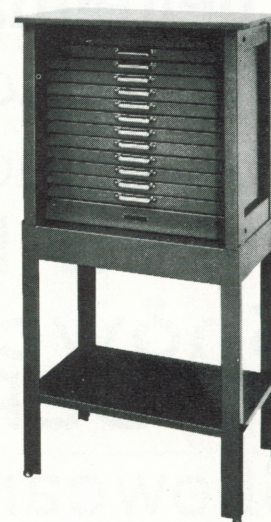
Showcard Machine Company can furnish card stock in all standard sizes, and in a wide range of colors and thicknesses. This is all first-quality board, properly sized and finished for maximum printability and minimum drying time. Wrapped in standard packages of 100 sheets. Sample swatches and full information sent on request.



12 DRAWER TYPE CABINET

Provides covered storage of type, for maximum protection and cleanliness. Drawers slide freely and easily. Cabinet is of finest quality wood construction. Attractive metallic enamel finish. Size 25" x 22 1/2" x 25".

MATCHING STAND — Companion to 12-drawer type cabinet. Brings type up to convenient height. Has shelf for card storage.



STANDARD TYPE FACES

The type faces shown here we call our standard faces and we suggest that one be selected as the face to be furnished with your Showcard Machine. The sample faces shown can be supplied in most sizes from 18 points up to 2 inch characters, and even larger in some faces. These standard faces will satisfy most needs and are stocked for prompt delivery. We can supply almost any other face you may require: just send us your type sample for complete information.

Futura LIGHT
Futura MEDIUM
Futura MEDIUM CONDENSED
Futura SEMI-BOLD
Futura BOLD
Futura BOLD CONDENSED
Radiant BOLD
Cooper BLACK
Century NOVA
Stymie MEDIUM
Stymie BOLD
Goudy BOLD
Bodoni BOLD
Cheltenham BOLD
Garamond BOLD
Garamond LIGHT
Ultra BODONI
Showcard
MODERNE BOLD
Showcard MODERNE

DISPLAY FACES

These display faces are mainly used to add variety and accent to your typographic layouts. Available in sizes up to 2 inches high and are carried in stock for prompt delivery.

Brush

Coronet Bold

DOM CASUAL

Lydian BOLD

Showscript

BALLOON

CLARELAN

PUEBLO BOLD

HELVETICA MEDIUM

Murray Hill Bold

AMERICANA

DELPHIA

EXCLUSIVE SCRIPT FACES

Here are some exclusive script faces that will add interest and flair to your layouts. These faces are available in 1 inch sizes and larger.

Barclay *Starlight*
Mayfair *Wilshire*
Flair *Quille*
Penscript

TYPE FURNISHED WITH EACH MODEL

This chart shows actual sizes of type furnished with the different Showcard Machine Models. (The 4" Caps and Figures furnished with the Longmaster are listed at bottom but not shown.) Specimens are all Futura Semi Bold. Purchaser may select, instead, any of the other standard type faces shown on opposite page.

		Model 7-11	Model "A" & "A-Special"	Model "C"	Model "B"	Model "B-Special"	Model "FS-78"	"Signmaster"	"Longmaster"	"Full-sheet Signmaster"
SALE sale 1234	30 pt. Caps and Figures 30 pt. Lower case 30 pt. Figures only	••	••	••	••	••	••	•••	••	••
FT sem 72	48 pt. Caps and Figures 48 pt. Lower case 48 pt. Figures only		••	•	••	••	••	•••	••	••
ABab12	60 pt. Caps 60 pt. Figures	• •								
ABab1	72 pt. Caps 72 pt. Lower case 72 pt. Figures		• •	• •	• •	• •	• •	• •	• •	• •
Rh8	1" Figures (not shown) 1 3/8" Caps 1 3/8" Figures	•	 •	 •	 •	 •	 •	 •	 •	 •
C4	2" Caps 2" Figures		 •		 •		 •	 •	 •	 •
ET	3" Caps 3" Figures						 • •			 • •
	4" Caps 4" Figures (Not shown)								• •	

**"FULL FIVE YEAR
GUARANTEE"**

THE SHOWCARD MACHINE COMPANY

hereby guarantees your Showcard Machine for a period of five years* from date of purchase, against failure caused by any reason other than abuse or accidental damage. We will replace or renew within this period of time, absolutely without charge, any Showcard Machine that fails due to faulty workmanship, defective material, or wear resulting from proper use.

When failure is reported we will, at your option, either send a replacement part upon return of the defective one, or if you will deliver the machine to our factory make actual replacement or renewal without charge.

It is understood that this guarantee applies to the Showcard Machine only and does not include supplies and accessories. It is further understood that our liability shall be limited to renewal or replacement as described above.

*Except for inking rollers, which are guaranteed for a period of one year.

**"NO
MAINTENANCE
CONTRACT
REQUIRED"**



Showcard Machine Equipment PRICE LIST

Shown on Page	Equipment	Price
6	Model 7-11 Showcard Machine with standard equipment	\$ 780
6	Model 7-11 Showcard Machine with standard equipment and "Sign Center"	1,315
6	Model "C" (8" x 22") Showcard Machine with standard equipment	1,150
7	Model "A" (12" x 15") Showcard Machine with standard equipment	1,395
7	Model "A" (12" x 15") Showcard Machine with standard equipment and "Sign Center"	1,911
	Model "A-Special" (12" x 15") Showcard Machine with standard equipment	1,645
	Model "A-Special" (12" x 15") Showcard Machine with standard equipment and "Sign Center"	2,161
8	Model "B" (15" x 23") Showcard Machine with standard equipment	1,865
9	Model "B-Special" (15" x 23") Showcard Machine with standard equipment	2,163
10	Model "B" (15" x 23") Showcard Machine with standard equipment and "Sign Center"	2,381
	Model "B-Special" (15" x 23") Showcard Machine with standard equipment and "Sign Center"	2,679
10	Model "B" (15" x 23") Showcard Machine with standard equipment and "Efficiency Unit"	2,799
	Model "B-Special" (15" x 23") Showcard Machine with standard equipment and "Efficiency Unit"	3,097
11	Model "FS-78" (22" x 28") Showcard Machine with standard equipment	4,595
11	Model "FS-78" (22" x 28") Showcard Machine with standard equipment, Deluxe Unit	4,721
12	Model "DFS" (30" x 45"), Showcard Machine	4,495
13	Model "Long-Master" (15" x 45") Showcard Machine with standard equipment	5,295
14	Model "Signmaster" (15" x 23") Showcard Machine with standard equipment	3,995
15	Model "Signmaster" (15" x 23") Showcard Machine with standard equipment and "Efficiency Unit"	4,929
16	Model "Full Sheet Signmaster" (22" x 28") Showcard Machine with standard equipment	6,695
17	Model "Full Sheet Signmaster" (22" x 28") Showcard Machine with standard equipment, Deluxe Unit	6,821

*Add \$45.00 for each light fixture

F.O.B. Chicago, Ill.

SHOWCARD MACHINE COMPANY
320 W. Ohio St., Chicago, Illinois 60610
Phone (312) 944-3830

All prices shown above subject to change without notice.

Effective — June 1984

Schatzlein

Saddle Shop, Inc.

413 West Lake Street
Minneapolis, Minnesota 55408

612-825-2459 www.Ssaddle.com



TO: _____

Silverwoods

Country Casualness with a
Metropolitan

Freshman
FASHION DANCE

elegance in
glassware

ITALIA!

WISH BEST

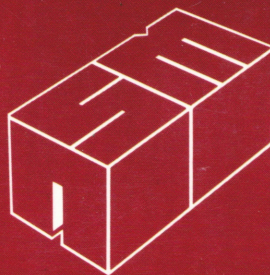
TODAY'S
FEATURE

GOLDEN RIPE
BANANAS

Before you invest . .

INVESTIGATE

See the one and only
Showcard **MACHINE**
before you buy
sign-making equipment



SHOWCARD MACHINE COMPANY

320 West Ohio Street
Chicago, Illinois 60610
Phone: 312/944-3829